

results in less expensive price of the product. Although the delivery-date-basis base price on the screen is displayed on day basis, the base price may be set common for a predetermined period.

5           According to the present invention, the final selling price of a product for a delivery date is calculated based on the standard selling price determined by the product supplier, the period from the ordering date to the delivery date and the total order quantity of the product on the same delivery  
10           date. Thus, the selling price of a product can advantageously be determined according to the state of order. This system is also beneficial for the intending purchasers since faster order realizes less expensive purchase. For the product supplier, the production quantity can be confirmed in  
15           advance.

          Furthermore, according to the present invention, the delivery-date-basis menu including the base prices of the product that the purchaser is intending to purchase for respective delivery dates is sent from the order-receiving  
20           center terminal to the buyer terminal, whereby the purchasers can confirm that a price of a product is reduced to more extent for a delivery date with higher order quantity. Thus, mass orders are likely to be placed. The purchaser can expect the price of the desired product to be  
25           reduced while the product supplier can expect mass order quantity.

Moreover, according to the present invention, the price scheme is given to the order-receiving center terminal in advance so that price fluctuation can rapidly and dynamically given to the intending purchasers. This allows

5 the intending purchaser to easily determine a purchase based on the selling prices while for the product supplier, there is no need of re-calculating the prices at each timing.

The present embodiments are therefore to be considered in all respects as illustrative and not restrictive, the

10 scope of the invention being indicated by the appended Claims rather than by the foregoing description and all changes which come within the meaning and range of equivalency of the Claims are therefore intended to be embraced therein.

15 The entire disclosure of Japanese Patent Application No. 2000-320673 (Filed on October 20, 2000) including specification, claims, drawings and summary are incorporated herein by reference in its entirety.